

## Electronic Acknowledgement Receipt

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| <b>EFS ID:</b>                              | 7550783  |
| <b>Application Number:</b>                  | 10748759   |
| <b>International Application Number:</b>    |  |
| <b>Confirmation Number:</b>                 | 2699   |
| <b>Title of Invention:</b>                  | Method and system for generating and placing keyword-targeted advertisements |
| <b>First Named Inventor/Applicant Name:</b> | Nathaniel Blake Scholl   |
| <b>Customer Number:</b>                     | 20350  |
| <b>Filer:</b>                               | Scott Samuel Adams/Nicole Berry  |
| <b>Filer Authorized By:</b>                 | Scott Samuel Adams   |
| <b>Attorney Docket Number:</b>              | 026014-002300US  |
| <b>Receipt Date:</b>                        | 04-MAY-2010  |
| <b>Filing Date:</b>                         | 30-DEC-2003  |
| <b>Time Stamp:</b>                          | 18:37:40   |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)  |

### Payment information:

|                        |    |
|------------------------|----|
| Submitted with Payment | no |
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### File Listing:

| Document Number | Document Description | File Name                                  | File Size(Bytes)/Message Digest                    | Multi Part/.zip | Pages (if appl.) |
|-----------------|----------------------|--|--|-----------------|------------------|
| 1               |                      | 2010_05_04_FWR_TML_AMD_026014-002300US.pdf | 228248<br>83a93bc0fbf53324ed70264187ee7b64e8ab0dcf | yes             | 24               |

| <b>Multipart Description/PDF files in .zip description</b> |              |            |  |
|--|--------------|------------|--|
| <b>Document Description</b>                                | <b>Start</b> | <b>End</b> |  |
| Miscellaneous Incoming Letter                              | 1            | 1          |  |
| Amendment/Req. Reconsideration-After Non-Final Reject      | 2            | 2          |  |
| Claims   | 3            | 10         |  |
| Applicant Arguments/Remarks Made in an Amendment           | 11           | 24         |  |

**Warnings:**

**Information:**

|                                     |        |
|-------------------------------------|--------|
| <b>Total Files Size (in bytes):</b> | 228248 |
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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.